CANADIAN Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

Vol. 20, No. 15 | TORONTO, APRIL 13, 1955 | $3.00 Per Annum

NO TELEMETER HERE UNTIL FCC ACTS

INDUSTRY AND OTHER GROUPS ORGANIZE USA OPPOSITION

Telemeter in Canada, controlled by Famous Players Canadian Corporation under a 25-year franchise, will not be proceeded with until the Federal Communications Commission of the USA resolves the present sharp dispute over it, it was stated in the 35th annual report of Canada's top circuit by J. J. Fitzgibbons, its president. Hearings will be held in Washington this summer. This position was dictated by present USA-Canadian agreements covering TV channels.

Pay-as-you-see TV is so dormant in Canada right now that it isn't even in the discussion stage. The recent annual meeting in Quebec City of the Canadian Association of Radio and Television Broadcasters appar-

(Continued on Page 3)

'Pearl Of The South Pacific'

Benedict Bogeaus has completed shooting on his RKO film, Pearl of the South Pacific.

Install VistaVision Screen In Imperial, Toronto

A VistaVision screen is now being installed in the Imperial Theatre, Toronto, the largest movie house in Canada, which has 3,373 seats. "Conversion of the Imperial Theatre to this new screen and projection combination will incorporate every advantage embodied in any other system of motion picture entertainment plus the unique VistaVision advantages of definition, clarity, sharpness and color brilliance with a single film which is not matched by any other system of presentation," says the annual report of Famous Players. This type is for theatres of 3,000 seats and over and there is another version for smaller houses.

The screen, developed by Paramount Pictures, Inc., is a smaller version of the 64-foot one now being installed in the Paramount Theatre, NY, at a cost of $100,000.

Crawley's Spread Cost $300,000

Indicative of both business enterprise and the great potentiality of non-theatrical production in Canada is the expansion program of one of the leaders in the field, Crawley Films, which is now operating in a plant representing an expenditure of

(Continued on Page 6)

Canada To Share Lumieres' Anniv'y

Canada, through the National Film Board, has been asked to participate in marking the 60th anniversary of the first commercial screen exhibition, given by Auguste and Louis Lumiere in Paris in 1895 with what is considered to have been the first

(Continued on Page 6)

New Sit'ns Open; More Under Way

Opening of two new theatres and speeding up of construction on several drive-ins highlighted the industry building news in Canada and indicated that work on theatre projects is accelerating considerably with the coming of milder weather. The open-

(Continued on Page 4)

Oscars Called By Canadian Critics

Academy Awards to Columbia's On the Waterfront as the best picture of 1954 and to Marlon Brando as the best actor for his performance in it coincided with the choices our critics made earlier in the Canadian Film Weekly Poll. Grace Kelly, voted

(Continued on Page 4)

Strean, Fogler Acquire Canad'n Automatic

President of Canadian Automatic Confections Limited, Canada's largest Independent concessionaires, is now Frank H. Strean, following his acquisition, with Lionel Fogler of Toronto, of the stock in four companies held by Mrs. G. N. Heller of Toronto, whom he succeeded. Strean, who was an officer of all the companies, will continue to direct their operations. Fogler, who is best known for his association with Draper Dobie & Company, Toronto stockbrokers, holds an equal interest but will not be active in any way.

Strean is now president of the three subsidiaries as well as the

(Continued on Page 6)

Columbia, Spiegel Sign Deal

Columbia has concluded a deal with Sam Spiegel through which he will produce three films for the studio.

'Financial Position' Fine, Says FPCC Report

Canada's largest circuit, Famous Players Canadian Corporation, which operates and is interested in 419 theatres, had consolidated net profits of $3,384,825 in 1954 after operation earnings of $6,241,121, the first figure being $226,180 smaller than in 1953. The balance sheet "continues to reflect the very strong financial position" the company has always maintained.

Loans and investments made to its TV and color tube companies lowered its net current assets by $1,039,000. Depreciation was up to $1,235,545 compared with $1,156,648 because CinemaScope and VistaVision, which

(Continued on Page 3)

Lee Grant In 'Storm Fear'

Lee Grant, TV and stage actress, has been signed by Cornel Wilde to star with him and Jean Wallace in UA's Storm Fear.

ALBERTA BOARD REJECTED FIVE

Of the 6,002 35 and 16 mm. films reviewed by the Alberta Motion Picture Censor Branch in 1954 five were completely rejected and 228 deletions were ordered from 97, it was reported recently by P. J. A. Fleming, chairman of the three-member Board. In 1953 the Board reviewed 6,495 films and ordered 153 cuts in 60 of them.

The Board found that of the 35 mm. films examined 2,187 were from the USA, 251 from the UK, 35 from Germany, 25 from Italy, eight from France and the rest were from various countries. Of the 16 mm. pictures 701 were from the USA, 71 from France, 34 from the UK, 20 from Russia and the rest came from Australia, Poland, Spain, Sweden and the Ukraine.

Of the five films rejected, one—Times Gone By—was from Italy and the other four from the USA. These four were The Wild One, Public Enemy, She Shoulda Said No and The French Line. The last-named was approved after alterations.

CANADA-BUFFALO MGM WORKSHOP MONDAY, APRIL 18

Canada's first official participation in the MGM Ticket-Selling Workshop will be a joint one with Buffalo, when exhibitors from both sides of the line will gather at the Statler Hotel on Monday, April 18. About 30 Canadians, along with MGM executives, attended the recent session in Detroit and about 150 will be in Buffalo for this one. Hillis Cass, MGM's general sales manager in Canada, is expected, along with Chester Friedman, ad-pub director.

CAL-I-FOR-NIA, HERE WE COME.....

to the

Biggest and Best Yet!

MAKE
YOUR
RESERVATIONS
NOW
FOR

Variety Clubs International 19th Annual Convention

MAY 4-7, 1955
TENT #25
AMBASSADOR HOTEL
LOS ANGELES 5, CALIFORNIA

REGISTRATION INFORMATION

FEES:
BARKERS $45 - BARKERS' WIVES $30
Mail your request for hotel accommodations together with check as soon as possible. Reservations are being made in order received.

MAKE CHECKS PAYABLE TO:
VARIETY CLUB TENT #25

SEND ALL CORRESPONDENCE TO:
REGISTRATION COMMITTEE CHAIRMAN
Variety Club, Tent #25
Ambassador Hotel
3400 Wilshire Boulevard
Los Angeles 5, California

"and a little child shall lead them..."

Canadian Film Weekly

Vol. 20, No. 15 April 13, 1955

HYE BOSSIN, Managing Editor

Assistant Editor - - - - Ben Halter
Office Manager - - - - - Esther Silver
CANADIAN FILM WEEKLY
175 Bloor St. East, Toronto 5, Canada
Entered as Second Class Matter
Published by
Film Publications of Canada, Limited
175 Bloor St. East, Toronto 5, Ontario,
Canada — Phone WAlnut 4-3707
Price $3.00 per year.

Telemeter Sits Back

(Continued from Page 1)

ently heard not a word on the subject, while it didn't even come up during the hearings of the House of Commons special committee.

Yet the Canadian Broadcasting Corporation sent some of its experts to Chicago to study the Phonevision method several years ago and Canada right now has a number of community antennae setups in different communities that can handle it.

USA exhibitors have organized strongly against pay-as-you-see TV and will continue to make representations against it, for they have come to fear it more than free TV.

Meanwhile the "Organizations for Free TV" has been established in New York to co-ordinated citizens' groups actively opposing any attempt to divert present gratis channels into pay ones.

Its supporters maintain that the introduction of toll TV will cause free channels to disappear eventually.

There are differences of opinion among the networks about the merits of toll-TV, NBC's David Sarnoff being quite cool. Some believe that the cost of color TV may make it necessary to use toll-TV and sponsors together. Another question is whether toll-TV, being restricted, constitutes "broadcasting" and is within FCC authority.

The pay-as-you-see situation in Canada is a curious one. Whereas USA exhibitors are almost unanimously opposed to it, in Canada the largest exhibition firm established Trans Canada Telemeter Limited, with W. C. Thornton Cran as president and J. A. Pouliot as executive engineer, to exploit it. How will it be exploited? No one quite knows, although Fitzgibbons has suggested that zone exhibitor participation is possible as one of the methods.

Another interesting thing is that the CBC, through its senior government body, the Department of Transport, has the final say as to how it should be employed.

Famous Players is strongly interested in TV and owns a half interest in CFCM-TV, Quebec City, and CKCO-TV, Kitchener, Ontario.

It will also control the Canadian sale of the glass single-gun color tubes developed by the Chromatic Television Laboratories Inc. of the USA, which can be produced at an economic price. "A patent position has been established that protects your Company's interest in this development in Canada," states the report. "We are collaborating with the Canadian tube manufacturers and have supplied them with sample tubes."

FPCC REPORT

(Continued from Page 1)

were favorably received by the public, required substantial investments in equipment.

The company's shareholders went up to 8,700, of which 8,560 are Canadian residents, after Paramount International Films Inc. reduced its holdings to 51 per cent by selling all its shares above that amount.

Famous Players paid $5,587,000 in amusement taxes and the report noted that 11c of each boxoffice dollar ended as such.

The company is expanding its drive-in interests and now has an interest in four of the five near Toronto, as well as those nearing completion in Port Alberni, BC, Dartmouth, NS and Amherst, NS. It opened a theatre in Kamloops, BC to replace an outmoded one and is building one in Murdochville, Quebec, while it is a partner in the one opened by Premier in Atikokan.

Other matters in the report:

Better quality of films has led to a decrease in the number produced. This is hard on small neighborhood houses, which need more program changes.

Television hurts theatre business most at the beginning but is proving a strong means of exploiting new pictures and developing new stars.

Since March, 1946, 5,314 individual claims of employees have been settled under the Hospital and Surgical Plan, expenditures now being $531,058, of which the company provided 70 per cent —$460,000.

Up to 1954 full-time employees got $669,000 under Group Life Insurance plans.

Famous Players and associate companies have 7,000 employees.

FOR SALE

$1,000. F.O.B. WINDSOR

2 Rear shutter Simplex projectors; 2 Rosskote lenses; 2 Northern Elec. R-206 sound heads; 2 Strong arc lamps; Double Northern Elec. R-4000 amplifiers; 2 7½ H.P. generators; Dominion non-pores screen & frame; baffle board, two back stage speakers; film cabinet, reels and Griswald splicer.

Contact F. P. HANNAN,
ROYAL THEATRE, WINDSOR, ONT.
316 Chippawa St. - CLearwater 2-8753

'CANADIAN SHOW BUSINESS'

Judging from information contained on its mailing pieces, Canadian Show Business, to come out weekly beginning on August 6, will be a sort of domestic Variety. It describes itself as "Canada's only weekly newspaper devoted exclusively to Canadian and International Theatrical and Entertainment activities" and promises this about motion pictures: "Reviews, Reports from the Film Theatres across the country. General News of the Artists and the Film Colony. News of the Film Industry throughout the world. Canadian Progress in the Film Industry."

To be published by Marten and Rolands Enterprises of Aurora, Ontario, it names Ronald Rolands as editor-in-chief and Louis Marten as business manager.

The first issue of the publication was originally scheduled to appear on June 4.

NEXT SIX MONTHS IMPORTANT—YATES

The coming six months will probably establish the destiny of the film for the next two years, Herbert J. Yates, president of Republic Pictures, told a sales meeting at the company's studios in Hollywood recently.

Republic's production policy will be determined by the business of the next six months, Yates said, and although he was optimistic, "producers and exhibitors must join hands now in a common cause to increase theatre attendance or both face an economic readjustment."

He urged the strengthening of producer-exhibitor relations to maintain the present standards and suggested that an effort be made to raise movie attendance in the USA from the present low figure of 45,000,000 weekly.

Meanwhile the greatest production boom in the history of Republic is under way, with the March-to-May shooting schedule calling for ten features. Among these are The Gunman, which Ray Milland will direct and star in; Come Next Spring, with Steve Cochran; two Mickey Rooney-Maurice Wells features; and Texas Legionnaire, with Sterling Hayden, Anna Maria Alberghetti, Richard Carlson, Arthur Hunnicutt, Ernest Borgnine and J. Carrol Naish.

OUR BUSINESS by N. A. Taylor

THE Motion Picture Industry Council of Canada, through the various provincial exhibitor organizations, has recently forwarded to motion picture exhibitors throughout the country pledge forms for financial support to the proposed Public Relations Committee, which the first-named organization is fostering.

The plan has been approved, in principle, by exhibitor associations and only awaits pledges for operating costs to the extent which will make it practical to institute such a project. Many exhibitors have made instant and enthusiastic response but many more are yet to be heard from.

It is difficult to understand why any exhibitor faced with current conditions in our business, such as they are, would hesitate for even a moment to grasp, without second thought, the opportunity to help increase his boxoffice attendance. There never was a time when it was more important to attempt to reinstill in the public the movie-going habit. There are more really good pictures available then ever and, accordingly, we have more to shout about, but we seem to fail in so doing. This plan is designed to do that and to make the public more movie-conscious. Of course, it is not a cure-all for our economic ills. Nor will it help keep in business exhibitors whose situations are hopeless because of the trend of events. However, if it only helps increase attendance a little in every motion picture theatre it will pay dividends to each individual many times more than its cost.

Traditionally, when business is bad the exhibitor seeks to obtain films reductions. Many are in need of such reductions and will undoubtedly get them. They will seek further to decrease whatever overhead they can. Tax reductions will also help. But all these things cumulatively, will not overcome a drastic drop in attendance. Indeed, we must strive strenuously to reverse such trend.

Undoubtedly, some exhibitors have not responded because of sheer lethargy. The same attitude in the operation of his theatre will scarcely help him stay in business. Some exhibitors will argue that things are so bad they can't afford the cost. A man who thinks he cannot afford to gamble the price of one or two admission tickets per week is scarcely displaying good business acumen. Never before has our business had an opportunity for such concerted action, and never

(Continued on Page 4)

1954 OSCARS

(Continued from Page 1)

the best actress for Paramount's The Country Girl, also topped our critics' poll but for her work in Rear Window and Dial M for Murder, since her Oscar-winning picture is only now being released here.

In all, On the Waterfront garnered eight Oscars. The two named above and others for best supporting actress, which went to Eva Marie Saint; for film editing, to Gene Milford; art direction in black and white, to Richard Day; cinematography in black and white, to Boris Kaufman; direction, to Elia Kazan; and story and screenplay, to Budd Schulberg.

Special awards were given by the Academy to Danny Kaye for his work for United Nations' Children's Relief and to Greta Garbo, who had never been honored previously by the film industry in spite of her many distinguished roles.

The National Film Board's The Stratford Adventure was a runner-up in the documentary class, which was won by Walt Disney's Empire-Universal release, The Vanishing Prairie.

Gate of Hell, a Japanese film in color being released in Canada through IFD, was selected as the best foreign film of 1954 and was also awarded an Oscar for the best costume design in color.

Other awards included:

Best documentary short—Thursday's Children (British Information Services).

Best sound recording — The Glenn Miller Story, Leslie L. Carey (Empire-Universal).

Best cartoon — When Magoo Flew, United Productions of America (Columbia).

Best one-reel short—This Mechanical Age (Warner Brothers).

Best two-reel short—Time Out for War (Carnival Productions).

Best special effects — 20,000 Leagues Under the Sea, Walt Disney (Empire-Universal).

Best costume design (black and white)—Sabrina, Edith Head (Paramount).

Best art direction (color) — 20,000 Leagues Under the Sea, John Meehan (Empire-Universal).

Best cinematography (color) —Three Coins in the Fountain, Milton Krasner (20th Century-Fox).

Best motion picture story—Broken Lance, Philip Yordan (20th Century-Fox).

Best screenplay—The Country Girl, George Seaton (Paramount).

Best scoring of a musical picture—Seven Brides For Seven Brothers, Adolph Deutsch and Sol Chaplin (MGM).

Best music score of a dramatic or comedy picture — The High and the Mighty, Dmitri Tiomkin (Warner Bros.).

Best song—Three Coins in the Fountain, Julie Styne and Sammy Cahn (20th Century-Fox).

Toronto Tent's Annual Heart Award to Dan Krendel

Presentation of the Heart Award of the Variety Club of Toronto to the 1954 winner, Dough Guy Dan Krendel, was made recently at a dinner meeting in the Prince George Hotel. Krendel is shown above in the centre receiving the Award from John J. Fitzgibbons, while Chief Barker Harry S. Mandell looks on.

C'Scope For Drive-in

H. Silverberg, owner of the North Main Drive-in in Winnipeg, Manitoba, has completed installation of a CinemaScope screen in the 600-car theatre. The screen is claimed to be the first at a drive-in in Winnipeg and the second in Canada.

RKO's Panamint Film

Flight from Bengazi, an adventure action story of the North African desert, will be the first Panamint Pictures Inc., production to be made for distribution by RKO. Richard Conte and Victor McLaglen will be two of the four stars to appear.

AA'S $25 MILLION PROGRAM

Companies such as Allied Artists should be encouraged by exhibitors to help "break the circle of the majors" and widen the product channel, Leonard Goldenson, circuit head, told 100 theatre operators at a NY luncheon by the production-distribution company.

Broidy told the gathering at Toots Shor's that Allied Artists will allocate $25,000,000 for 37 or 38 films in the next 16 to 17 months, with these being outside the 34 planned for release this year. He said "if you need pictures, we'll deliver them."

Several major studios had been helpful in various ways, Broidy stated, and films scheduled will have such stars as Gary Cooper, Humphrey Bogart and John Derek. Two CinemaScope features, Warrior and Wichita, are ready for release now.

Broidy is on a 14-state tour to talk to exhibitors about his company's bid for a leading position in the industry and was accompanied in NY by William F. Rodgers, Ed Morey, Norton Ritchey, Alfred Crown, John C. Flinn, Roy Brewer, Harry Goldstein, Earl Revoir and Lloyd Lind.

154,227 IMPORTED PATRONS IN '54

The number of immigrants who entered Canada in 1954 was 154,227, the Honorable John Pickersgill, Immigration minister, said in the House of Commons recently. The United Kingdom provided 43,381, Germany 28,479, Italy 23,780, The Netherlands 16,182, the USA 10,131, Austria 5,967, France 3,672, Greece 2,819, Belgium 2,177, Ireland 2,059, Denmark 1,395, Australia 1,365 and Switzerland 1,235. More than a score of other countries also contributed to the total.

Recently J. A. Calder, president of the Canadian Manufacturers' Association, addressing the Manitoba Branch and Prairie Division, said: "I am convinced that we will never achieve our potential greatness without an increase in population." He said that every new immigrant represents an increased demand for goods and that our smaller population was the main reason why things were cheaper in the USA.

To Write 'Renegade Roundup'

Columbia Pictures has signed David Lang to write an original western screenplay, Renegade Roundup.

BUILDING NEWS

(Continued from Page 1)

ings bring the total of new houses in Canada starting operations since the beginning of the year to ten, all of them standard-type houses. Nine theatres, six of them drive-ins, have entered the construction stage since January 1.

Famous Players' 1,000-seat Paramount in Kamloops, BC, which has been under way since last year, has started operations. It replaces the 678-seat Capitol, which was the only house in the community.

Also making its debut was W. C. Aiken's 480-seat Cardium, the first in Drayton Valley, Alberta. Jim Beveridge, who for 25 years operated the Empress in Nordegg, Alberta, has closed the house due to the shutting down of coal mines in the area and will manage the Cardium.

Under way are the Famous Players-F. G. Spencer 400-car drive-in near Amherst, NS, and two other Famous Players' drive-ins—at Dartmouth, NS and Port Alberni, BC.

Addition of 87 new loge seats and other alterations, costing approximately $25,000, have been completed at the Gem Theatre, the only one in Sidney, BC. Owned by Gem Theatre Limited, which is headed by Mr. and Mrs. R. C. Martman, the theatre now has a seating capacity of 478, a new CinemaScope screen and new projection equipment. Increasing patronage forced the Gem to add the extra seats.

'Stranger' UA's First 70-30-10 Proposition

Stanley Kramer's Not As a Stranger will be released by United Artists as its first film for 70-30 terms, with a guarantee to exhibitors of ten per cent profit above house expenses, it was announced in New York. Kramer is hoping for a $15,000,000 world gross.

Belgian Theatre Fire Brings Death To 49

Forty-nine persons, of whom 16 were children, lost their lives when a fire in a small movie theatre in Scelessin, Belgium led to a panic. Flames blocked the exit through which the crowd could have left in time from the 300-seat house at a matinee performance. The fire began behind the screen.

OUR BUSINESS

(Continued from Page 3)

before has such a low-cost plan, which can be so financially helpful, been offered. If you are one who has not yet sent in his pledge, by all means dig it out now and send it to your exhibitor organization.

Observanda

Some Gags

VISITORS AT THE Variety meeting were IFE's Harold Salemson and Marshall Schachter of NY, guests of Maurice Diamond, and the NFB's Tom Johnston of Ottawa, with Joel Samuel. In town also were Sammy Kunitzky of Montreal and Iz Davis of Saint John, who stopped off on their way to the Chi UA regional long enough to visit the clubrooms with the Chaplins and Heibers . . . *Heart Award* to Dan Krendel made everyone happy. A nice guy who always takes care of his end—no cinch—and helps bail the other guys out as well . . . *I walked out* of the Variety Club with a hat that looked like mine but wasn't. Took a cab back when I found out and put it back on the rack. Then I loafed in the club for a few minutes. Harold Kay was leaving and offered to drive me home so I donned my hat and coat as Harold talked to someone. A minute later he put his overcoat on but couldn't find his hat. No wonder. I was wearing it. It was the same one I had brought back a few minutes earlier! . . . *Overheard*: "Lucius Q. Porkhead just lost his temper. I hope he never finds it. It's a filthy thing!"

I'M ABOUT AS happy as a cowboy with agoraphobia. The day before the stock market zoomed upward I got rid of four dogs that had dropped to nothing and had been lying around for years. How's *your* timing? . . . *Femme* line from *The Big Combo*: "A woman doesn't care how a man makes his living; only how he makes love." Now she tells me . . . *Three immigrants* came here from Ceylon last year. When you've got a good thing it sure gets around . . . *Please,* Mr. Sheraton — stop using powdered eggs in your King Edward omelets. They're flatter'n a hick fiddle . . . *I know* something that hasn't gone up in price in 20 years: penny weight scales . . . *There's a tale* of a lady witness in prolonged litigation who told the court she was 30 years old. "You've given the same age for the past three years," the judge observed. "I'm not the sort of person," the lady explained, "who says one thing today and another thing tomorrow" . . . *Rocket Richard,* a current laugh-getter goes, got real sore at his wife. She served him Campbell's Soup.

MORE THAN 80 titles in the Library of Congress collection, *Motion Pictures 1894-1912,* are of films photographed in Canada or about Canadians, I learned from a confidential *Memorandum On a Canadian Archive for Historical Material Recorded on Motion Picture Films.* A fine report reflecting much work and thought, it was prepared by Dr. J. Roby Kidd, director of the Canadian Association for Adult Education. Assistance in establishing a film archive in this country is an obligation of all interested intellectually and gainfully in the motion picture, for the collection of historical records is essential to a better future . . . *Jacqueline Mineau* of the NFB in Ottawa wants to hear from an experienced writer over 25 who can scribble imaginatively and think in visual terms for the creation of filmstrips . . . *Warners* will make the life of the late Helen Morgan, piano-sitting singing star of the 20s-30s, and Phil Maurice recalls that she had a public welcome in Montreal in 1932 as a hometowner.

THEY WERE puttin' on the dog pretty big at the Toronto Men's Press Club the other day. The dog was Lassie, here for the Elmer safety campaign and Massey Hall kids' party of *The Telegram.* I should have asked for his pawtograph . . . *Interest* in Canadian feature production is so strong that our Audio scoop set off stories in the three Toronto dailies, a banner yarn in *Variety* and coverage in *Time.* By the way, Audio will likely shoot some theatrical shorts with the new Vistarama lens. A busy boy is that Dave Coplan . . . *IFD* hits the sawdust trail with a 30-minute Billy Graham short . . . *Bertrand Russell,* in *Saturday Review,* suggests that the world had better abolish war before war abolishes it . . . *Brevignette* of Billy O'Connor: The man who put the *Go* in *Erin Go Bragh* . . . *Playboy Proverbiage:* "Two drinks of whiskey is as good as an hour's conversation" . . . *Startler* on the rear of Victory Florists' truck: "Drive carefully. The next load may be yours" . . . *Overheard:* "He can't write but he's so stuck up he makes his X in Old English."

AN ENGLISHMAN was speaking publicly in smaller USA communities under the sponsorship of an Anglo-American friendship group. In one town a male member of the audience rose during the question period and asked: "What do you have against free love in England?" The speaker got into a somewhat lengthy explanation.

In the next town the same man rose and asked the same question — and also in the nearest place from that one the next night. Each time the speaker answered him. After the third explanation he watched for the questioner at the conclusion of the lecture and asked why he was such a frequent attendant.

"You see, I'm a travelling salesman and I get lonely in the evening," he explained, "so I drop in to hear free speakers, since I have nothing to do. It happens that your itinerary has been the same as mine for the past week and you've been the only public speaker in each place."

The Englishman had one more point to clear up.

"Why," he asked, "do you always ask the same question?"

"Why," replied the salesman, "do you always make the same speech?"

LYING WITNESSES, such as Harvey Matusow, are much in the news now. There's a story about one of them, who tried to brush off questioning of his statements.

"I've told you all I know," he said.

"That may be," said the judge. "The question is whether you know all that you have told us."

Theatres Opened Since Year Book

Town	Theatre	Capacity	Licensee
British Columbia			
Kamloops	Paramount	1,000 seats	Famous Players
Nakusp	Arrow Lakes	——	W. J. Brotherton
Drive-ins			
Creston	Valley	199 cars	T. & B. Tedford and L. Johnson
Alberta			
Carstairs	Carstairs	145 seats	E. H. Richards
Drayton Valley	Cardium	480 seats	W. C. Aiken
Edson	Nova	506 seats	Nova Thea. Co. Ltd. (H. Bubel)
Hines Creek	Lux	250 seats	Lawrence Kosheiff
Rocky Mt. House	Lux	306 seats	Hunchak Bros. and E. Scheerschmidt
	Rainbow	476 seats	Lewis and Jack Williams
Drive-ins			
Camrose	Karve	350 cars	Camrose Drive-in Theas. Ltd.
Edmonton	Belmont	400 cars	L. Maynard & C. Rapp
Saskatchewan			
Borden	Borden	310 seats	P. Petersan
Midale	Midale	——	J. L. King
Radville	Oasis	850 seats	Shibley Enterprises Ltd.
Yorkton	Tower	694 seats	Rothstein Theatres
Manitoba			
Creighton	Paragon	400 seats	Mr. & Mrs. M. G. Karpiak
Ontario			
Atikokan	Park	715 seats	Northumberland Theatre Corp.
Chapleau	Fox	490 seats	C. A. Smith (Assoc.) Lake Theatres Ltd.
Deep River	Strand	525 seats	Premier Operating Corp.
Toronto	Golden Mile	995 seats	West Pen Theatres Ltd. (A. J. Bennett)
Quebec			
Alma	Theatre Canadien	500 seats	M. Lorenzo Rossignol
Croydon	Croydon	——	Roland Pilleniere
Labrieville	Labrieville	——	Hydro-Quebec
Normandin	Le Foyer	360 seats	L. Bouchard
Senneterre	Metro	——	Miss A. Pelchat
Tracy	Tracy	564 seats	Gerard Langevin (½)
Ville Le Moyne	Vimy	500 seats	N. Carette (½)
New Brunswick			
Drive-ins			
Nashwaaksis	Sunset	300 cars	B. Evans
Prince Edward Island			
Tignish	——	——	Canadian Legion

LUMIERES' ANNI

(Continued from Page 1)

practical machine, their Cinematographe. The first commercial screen exhibition in America was given in the Spring of the next year by Edison's firm, using the machine invented by Thomas Armat. The Lumieres, like Robert W. Paul of England, were inspired by Edison's peep-box Kinetoscopes, which were sold to those who brought them to France and Britain by the Holland Bros. of Ottawa, eastern agents for the device. The Hollands' Kinetoscope parlor on Broadway in 1894 launched the motion picture industry.

The French motion picture industry will celebrate the anniversary, which dates from the Lumieres' premiere in the cellar of the Grand Cafe on the Boulevard des Capuchins on December 28, with an exposition in Paris. Every country has been asked to occupy a section and provide exhibits and information related to its film industry.

Tom Johnston, head of information for the National Film Board, has been gathering material and discussing what shall be shown and told the French. It is felt that the French will find special interest in knowledge of the film activities of another French-speaking region, Quebec, and its contribution to Canadian production.

Among the historical material being thumbed is that in the still-inactive Canadian Film Archive. Included are photos of the Ouimetoscope of Montreal, 1,000-seat house opened in Montreal in 1907 by Ernest Ouimet, whose claim that it was the first deluxe house seems valid. It was the first, he says, to compete with legitimate theatres by having only two performances a day, reserved seats, higher prices, a candy stand, an orchestra, singers onstage, etc.

What Do You Need?

DRIVE-IN OR INDOOR THEATRE

NEWEST SEAMLESS SILVER SCREEN

SCREEN TOWER

RCA IN-A-CAR SPEAKERS

GK VARAMORPH AND WIDE SCREEN LENSES

STAGE DRAPERIES

ARC LAMPS

REPLACEMENT PARTS AND SERVICE

PERKINS

ELECTRIC CO. LTD.

MONTREAL - TORONTO
VANCOUVER - MONCTON

Short Throws

CLIFF DENHAM, manager of Famous Players' Royal in Victoria, BC, gave Peter Burton an excellent three-column interview headed "Movies Reclaim Public As TV Loses Novelty." The article explored that position, noting that TV was a help in certain ways.

NUMBER of Canadians who emigrated to the USA from 1945 to 1954 was placed at 256,559 by Immigration Minister J. W. Pickersgill in the House of Commons. In spite of an upturn of immigration from the USA there was a net loss of about 20,000 Canadians last year, he said.

CLOSED TV theatre hookup in 32 USA cities for the ANTA Album, a benefit venture for the players' association in which many stage stars appeared, did not hit the preperformance prediction of 80,000 patrons for a $400,000 gate. The telecast did quite well though, considering that the average top was $2.50.

CANADIAN Film Institute will appoint a senior staff member to supervise French services and publish a French-language edition of its bulletin. Publication of its magazine, Canadian Film News, has been suspended because of financial problems and it is hoped that a new national magazine of high quality will be possible in the future.

HIGH HOPES for establishing a movie studio in Canada were expressed in print by Robert Maxwell, in Toronto with Lassie, who appears in his TV shorts. Lassie was in Toronto last week in connection with The Telegram's Elmer safety campaigns and the children's parties which grew out of them. Maxwell says that Calgary, with prairies, a river and mountains close at hand, is the ideal location.

MERIDIAN Productions Corporation Limited has appointed Gordon G. Fraser to its sales staff. Fraser, who will specialize in TV commercials, was formerly with Rapid Grip & Batten.

VOICING his personal opinion that an independent tribunal to regulate radio and TV in Canada was "not desirable or necessary," Prime Minister Louis St. Laurent silenced the queries in the Commons regarding removing the authority from the CBC. His comment followed the passing of a resolution by the 225-delegate Advisory Council of the National Liberal Federation recommending that the Government appoint a commission to consider the setting up of such a tribunal.

MARY PICKFORD outbid Samuel Goldwyn with $1,525,000 against $1,000,000 for their jointly-owned Hollywood studio and her offer is awaiting confirmation by the court on April 20. When they failed to agree on purchasing each other's interest the court ordered a public auction.

OMEGA Productions of Montreal is shooting a half-hour sound and color film, This Is Marconi, for the Canadian Marconi Company. Dealing with the offices, factory, personnel and products of the radio and TV manufacturing firm, the film is being directed by Henry Michaud and photographed by Denis Mason.

FIFTIETH anniversary of what John H. Harris claims was the first Nickelodeon, a 96-seat theatre opened by the late John P. Harris on June 5, 1905 in Pittsburgh, will be celebrated. Leading motion picture pioneers agree with Harris, who is the son of the founder.

CRAWLEY GROWS

(Continued from Page 1)

$300,000 in a year. This firm, with its plant and head offices in Ottawa, sends camera crews to many parts of the world, with several away at one time. Its president is F. R. (Budge) Crawley and its vice-president Graeme Fraser.

It has quadrupled its premises at 19 Fairmont Avenue and added to its camera, recording, editing and animation equipment and facilities. A new Saltzman animation stand was installed and the company has 12 motion picture cameras, nine vehicles and 268,000 watts of lighting equipment with a 50-kw truck-mounted generator, which has a 1,000-amp mobile transformer station.

In addition to its main sound stage it has two sound recording studios with facilities to handle up to four recording jobs simultaneously. The laboratory is now printing at the rate of 1,300,000 feet per year and a second big processor is on order. The present replacement value of equipment is over a half million dollars.

Crawley's full-time staff is over 100, and in that number are members of the four crews out right now—one in Jamaica, two in the Arctic and one in the Canadian West. About 40 films are now in production. Crawley films have won many Canadian and international awards and several were picked up for theatrical exhibition after capturing honors.

A TV division was recently opened in Toronto.

STREAN, FOGLER

(Continued from Page 1)

parent company, Canadian Automatic, which has its headquarters at 121 Sherbourne Street and is under the general management of Roy D'Augustine. Super Pufft Popcorn Limited, managed by Sydney Spiegel, is also located in Toronto but has its own premises at 97 Duke Street.

The company, which operates nationally, services the West

FRANK H. STREAN

from Winnipeg, where Bernie Penny manages both Super Pufft Popcorn and Service Confections Limited.

Herman H. (Hum) Heller, who was closely connected with Canadian Automatic's operations, has resigned.

Canadian Automatic Confections was opened in Canada before World War II by Ben Smerling of the Confection Cabinet Corporation, Chicago, and managed by Sydney Taube. The late Harry Lahman of Toronto, head of Brownie Chocolates Limited and Dairy Maid Chocolates Limited, acquired 50 per cent of the company and then became sole owner later when he purchased the remaining share.

Strean joined the Lahman interests in 1937 on leaving school. He left for army service and on his discharge established Pure Confections Limited with Lahman and his brother. On selling his stock to them he rejoined Canadian Automatic and was appointed general manager after several months.

He is 35 years old, is married and has two children. A member of the Variety Club of Toronto, he has also served the Tri-Bell Club as its president for several terms.

Strean is a leader in organizing the Tri-Bell's annual charity show, which now aids Muscular Distrophy research.

THE PICK OF THE PICTURES

Canadian Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

REVIEWS INFORMATION RATINGS

Vol. 20, No. 15 REVIEWS FROM THE FILM DAILY, NEW YORK Page 7

WOMEN'S PRISON

with Ida Lupino, Jan Sterling, Cleo Moore, Audrey Totter

Columbia 80 Mins

STARK, EFFECTIVE PRISON MELODRAMA. TIGHT EDITING AND GOOD PERFORMANCES MAKE THIS ABOVE AVERAGE FARE.

Tight editing and good performances combine to hold the attention in Women's Prison. While the Crane Wilbur-Jack DeWitt script travels a familiar route, with all the usual female inmate types on hand, such capable actresses as Ida Lupino, Jan Sterling and Phyllis Thaxter help make it an interesting, often harrowing journey.

The script wastes no time in presenting its central situation, a women's prison run by a near-psychotic, sadistic warden where it is clear that trouble will occur, sooner or later. Aiding the effectiveness of this Bryan Foy production is its moderate length and the steady pace maintained by Lewis Seiler's direction.

Miss Lupino plays the warden; Miss Sterling a wise girl who has been in prison before and Miss Thaxter, a disturbed housewife who has no connection with the world of crime. Also standing out are Howard Duff as a sympathetic doctor, Audrey Totter as one of the warden's victims and Gertrude Michael as a matron who comes to understand too late just what is going on in the prison.

In the story, the warden is pitted against a kindly prison doctor who realizes her hate for the prisoners. When she murders a girl during an interrogation the inmates revolt and the doctor is unable to quell their rebellion. In the ensuing riot, the warden is pursued through the prison by the husband of the murdered girl. Before he can kill her, she goes insane. Film ends with the promise that the doctor's testimony before a state inquiry will lead to reforms.

CAST: Ida Lupino, Jan Sterling, Cleo Moore, Audrey Totter, Phyllis Thaxter, Howard Duff, Warren Stevens, Barry Kelley, Gertrude Michael, Vivian Marshall, Mae Clarke.

CREDITS: Producer, Bryan Foy; Direction, Bryan Foy; Screenplay, Crane Wilbur and Jack DeWitt; Photography, Lester H. White; Music, Mischa Bakaleinikoff.

DIRECTION: Good.

PHOTOGRAPHY: Able.

Hitchcock-Para Deal

Alfred Hitchcock and Paramount have signed a new contract under which he will make two more pictures than his old contract called for. James Stewart has agreed to star in both productions.

THE COUNTRY GIRL

with Bing Crosby, Grace Kelly, William Holden

Paramount 104 Mins.

STRONG DRAMA, WITH THREE STAR NAMES FOR BOXOFFICE DRAW. PERLBERG AND SEATON BRING IN A QUALITY PRODUCTION. SEATON'S DIRECTION AND SCRIPTING ABLE. PROVOCATIVE AND ADULT FILM. ONE OF THE BEST THIS YEAR.

The Country Girl has been given a careful, quality production by William Perlberg and George Seaton, presenting a mature and sometimes penetrating story in a quiet straight-forward fashion.

Marking a distinct departure for Bing Crosby, the film is sombre, though never negative. It is, in fact, one of the most adult attempts to come out in some time, telling the story of a broken-down singer, his loyal wife and a director who becomes involved in their lives with marked realism and sympathy.

Credit the original Clifford Odets' play, from which the film is adapted, for a provocative and fascinating tale. George Seaton has done an able job in his scripting, preserving much of the quality of the original. His directing is equally good, though the film lacks the electric quality and tight pace that would have put it at the very top of the heap.

Of the stars, William Holden turns in the strongest performance. Holden seems to improve with each film and, as the director here, he does his best acting to date.

The same can be said for Grace Kelly in the role of the wife. Though the excellent quality of the script demands a more mature actress, Miss Kelly delivers an interesting interpretation, proving conclusively that she is one of the industry's most promising players.

In the pivotal role of the weak, self-pitying singer, Bing Crosby unfortunately is out of his depth and far from the style which made him famous. Possibly the part should have been rewritten. As it is, Crosby is called upon to portray one of the most complex characters ever delineated in an American movie, and though he struggles valiantly he never is able to make the character ring true. It seems likely that most audiences will sympathize with Bing, but not quite know what to make of his character.

In supporting roles, Anthony Ross as a vindictive producer is topnotch and Gene Reynolds fine as a stage manager. Also making a definite impression is Jacqueline Fontaine as a raucous night club singer. If her bit here is indicative of her general talents, Paramount has a winning comedienne and a good actress.

In the way of music, Harold Arlen and Ira Gershwin have provided four songs for Crosby, at least one of which, "Live and Learn," has hit possibilities. Crosby delivers them all with his sure-fire charm, making for his best moments in the picture.

Story centres around the production of a musical play. Bernie Dodd, the director, manages, after great difficulty, to get a has-been singer, Harry Elgin, cast in the lead role. As rehearsals proceed, it becomes evident to Dodd that Elgin is involved in some great emotional difficulty. Elgin, afraid of failure and responsibility, shifts the blame for his own weakness to his wife, Georgie, causing Dodd to hate her.

When Elgin goes on a binge, Dodd discovers that Georgie has been a loyal wife and that Elgin has been lying about her. Dodd and Georgie fall in love, but when Elgin begins to find himself and makes a success in the show, Georgie decides her place is at her husband's side and gives up Dodd.

CAST: Bing Crosby, Grace Kelly, William Holden, Anthony Ross, Gene Reynolds.

CREDITS: Producers, William Perlberg and George Seaton; Written and directed by George Seaton; Photography, John F. Warren; Songs by Harold Arlen and Ira Gershwin; Music score, Victor Young.

DIRECTION: Very Good.

PHOTOGRAPHY: Able.

Oscar Awards Hurt Theatre Biz Badly

More than half the potential movie audience of Oklahoma City and vicinity stayed home the night the Academy Awards were on TV, according to a survey made by COMPO.

Of an estimated potential patronage reaching 270,000, 137,200 stayed home to watch.

MGM Moves On 18th To New Building

MGM of Canada expects to move from its present premises in the Film Exchange Building to its own newly-constructed two-storey structure two blocks north on Victoria, at the corner of Gould Street, on April 18. The new building was designed by Kaplan & Sprachman.

AIDA

(Ferraniacolor)

International Film Distributors 95 Mins.

ELEGANT VERSION OF THE VERDI OPERA. WELL-DONE ON ALL COUNTS, WITH THE FERRANIACOLOR VERY IMPRESSIVE. A NATURAL FOR LOVERS OF OPERA AND GOOD GENERAL EXPLOITATION POSSIBILITIES.

Properly exploited, Aida should draw in a good share of the public and may well open up the field of opera for films, since it is done in a simple, tasteful fashion that will not offend traditionalists and should prove attractive even to those who are unfamiliar with the medium.

Visually, the film is extremely pleasant, with high honors going to the Ferraniacolor. The exotic costumes and settings are definitely enhanced by its pastel and bright, clear tones. Photography by Piero Portalupi is excellent.

Film stays close to the opera, with the music and story pretty much intact. Producers De Martino and Teti have assembled a handsome group of actors and supported them with possibly the best Italian singers available today.

In the story, Aida, an Ethiopian princess, is beloved by Radames, a young warrior of the Egyptian court. Aida, however, is a slave, and a lady-in-waiting to the Princess Amneris, who also loves Radames.

When Ethiopia threatens to conquer Egypt, Radames leads the Egyptian army in battle and beats the invading armies, bringing back in chains Aida's father, the Ethiopian leader. In gratitude, the Pharaoh grants Radames the favor of freeing all the Ethiopian prisoners, but excepts Aida and her father.

Faced with the prospect of losing his love, Radames betrays the Egyptian plan of conquest to Aida and is condemned to death. Aida joins him in his punishment and the two are buried alive.

Film is accompanied by an unobtrusive commentary, describing in advance the action and the meaning of the arias.

CAST: Acted by Sophia Loren, Lois Maxwell, Luciano Della Marra, Afro Poli, Antonio Cassinelli, Enrico Formichi.

CREDITS: Producers, Ferruccio De Martino and Federico Teti; Director, Clemente Fracassi; Photography, Piero Portalupi.

DIRECTION: Very Good.

PHOTOGRAPHY: Excellent.

Theatre Transferred

Floyd and Edward Johnson have purchased the 350-seat, four-day Eston Theatre, the only house in Eston, Saskatchewan. The former owner was S. Stone.

from

I.F.D.

INTERNATIONAL FILM DISTRIBUTORS LIMITED • INTERNATIONAL FILM DISTRIBUTORS LIMITED • INTERNATIONAL FILM DISTRIBUTORS LIMITED • INTERNATIONAL FILM DISTRIBUTORS LIMITED

NEVER BEFORE SUCH SCOPE! SUCH PASSION! SUCH A GLORIOUS WOMAN!

Theodora races the emperor and wins!

Enraged beasts enter the dungeon!

Kiss by pagan kiss she conquered!

Filmed on a scope beyond compare in

THEODORA, SLAVE EMPRESS

PATHECOLOR

GEORGES MARCHAL in "THEODORA, SLAVE EMPRESS" starring GIANNA MARIA CANALE as THEODORA with RENATO BALDINI • IRENE PAPAS • CARLETTO SPOSITO and with HENRI GUISOL and ROGER PIGAUT and a CAST OF THOUSANDS

International Film Distributors LIMITED

"Canada's Leading Independent Distributing Company"

TORONTO • MONTREAL • WINNIPEG • CALGARY • VANCOUVER • SAINT JOHN